

Mon Metro Chamber of Commerce

Executive Summary

Community Partner

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Background

The mission statement of the Mon Metro Chamber of Commerce (MMCC) is to foster wealth in the community through education and capacity building by developing an equitable economic system of creativity, connectivity, and resource sharing. The MMCC has a clear vision for what it wants to be and how it can benefit the community to bring greater economic prosperity to the Mon Metro region. However, the organization is in its very early stages and struggles with how to make its vision more concrete. Furthermore, the organization has no existing technical infrastructure, which hinders them from attracting new members and communicating their vision.

Project Description

Project Opportunity

Since the organization is in its early stages and is still trying to figure out how to make its vision a reality, the following three pain points: attracting prospective members, allowing membership sign-up, and membership retention through content delivery, are the core issues blocking the organization at its current stage. The main objective of the organization is to bring together a community and build a network of businesses, so without a sustained pipeline for getting new members, the organization will be unable to grow and build this network.

Project Vision

The project goal was to address the core pain points that were identified in the opportunities section since these were the core foreseeable problems for the Mon-Metro Chamber of Commerce (MMCC). These pain points stem from the absence of an online presence, both web and social media. The MMCC has already identified a need from the community that a chamber of commerce is needed and that businesses in the community want the benefits that the chamber will provide. However, since the organization is new, we hope to build a strong foundation by addressing the following pain points by utilizing social media for active engagement and a website for content delivery/membership management.

Project Outcomes

The main outcome of the project was helping our community partner identify the appropriate technical infrastructure that they will use for several years. Another outcome was helping our client create social media profiles and building out a website with a total of eight core pages

(Home, About Us, Membership, Resources, Directory, Events, Contact Us, and Youth) with four subpages (Our Mission, Meet the Board, Membership Packages, and Membership Benefits). We also conducted three rounds of usability testing with a combination of peers and actual businesses to test end-user interaction and experience. We also involved our client during the entire process and conducted training sessions for how the organization can interact with the website. Lastly, we delivered training documentation so that our community partner can reference any work we did on the website.

Project Deliverables

The project deliverables that we provided was a website built using the Wix website builder with the ability to let users view content, login with membership credentials, sign up for a membership, pay for membership and events, and view the membership directory. All documents associated with the development of the website such as the sitemap, high-level use cases, and wireframes were given access through a shared Google Drive. Members of the MMCC were also given access to the Wix dashboard. Part of the project deliverable was also training documentation for how to add/interact with the website. This is also provided in the shared Google Drive.

Recommendations

As a new organization, it is understandable that there is specific content that is still being developed and discussed internally among the MMCC Board. Resource based pages such as the “Resources” and “Youth” sections are not fully fleshed out in terms of the content, and usability tests have stated how people would like to know more of the details of all the benefits. We recommend that the organization does not make the website live until they have those resources available, or they temporarily indicate that these resources are TBD or not yet available. We think that without adding this, the website may be misinforming users and can potentially cause a lack of trust or confusion.

Student Consulting Team

Andy Chen is a junior currently pursuing a major in Information Systems and a minor in Computer Science. Andy was the project manager on the team and contributed to the competitive analysis of website builder alternatives, usability testing of the website and contributed significantly to the development of the website.

Matthew Fang is a senior pursuing a double major in Information Systems and Human-Computer Interaction. Matthew was the client relationship manager and the main designer for the website. He contributed significantly to the development of the website.

Jeffrey Igims is a junior pursuing a major in Information Systems and a minor in Computer Science. Jeffrey was the quality assurance and development lead. He contributed to the website builder competitive analysis and created the dataset structure for the backend of the website. He also contributed significantly to the development of the website.